

# *Neighborhood Tourist Development Fund*

## Application Instructions



Fiscal Year 2016 – 2017



City of Kansas City, Missouri  
City Manager's Office / Office of Culture and Creative Services

# APPLICATION INSTRUCTIONS

The Neighborhood Tourist Development Fund (NTDF) application is available online only and found here: <http://www.kcmontdf.org/>. Before preparing your application, fully read these application instructions in advance of submitting an application.

*To begin, all previous and first-time applicants must register on the online application system by creating a new profile. You **must** confirm your registration by responding to the confirmation email before starting a new application. In the email notification, if the URL does not hyperlink, copy and paste the URL into a web browser.*

Applications must be submitted no later than 5 p.m. (CST) on the date the application is due. If a deadline falls on a Saturday, Sunday, or on a holiday, the application will be due on the following business day at 5 p.m. (CST). *Late or incomplete applications will not be accepted.* **Fields with an asterisks (\*) are required.**

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## APPLICATION FORM (instruction only)

**Fiscal Year\*** (Drop Down Menu: FYXXXX-XXXX)

**Application Cycle\*** (Drop Down Menu: Annual, 2<sup>nd</sup> Quarter, 3<sup>rd</sup> Quarter, 4<sup>th</sup> Quarter)

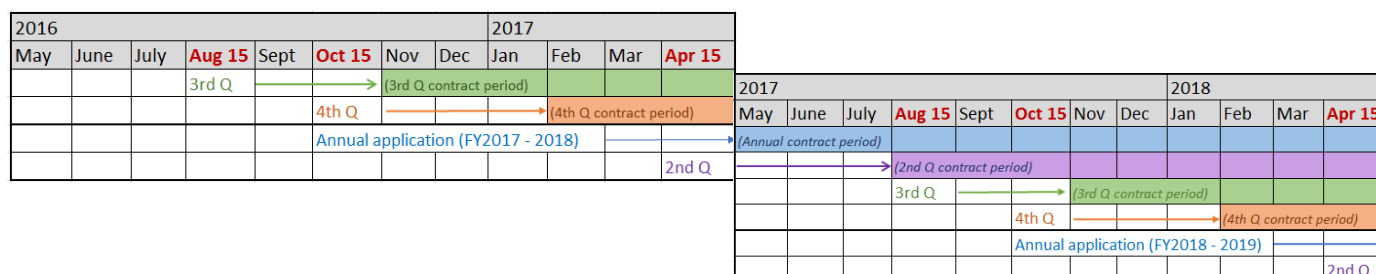
Please select from the drop down menu the Fiscal Year in which you are applying for funding. The City's fiscal year runs May 1 – April 30.

Select the Application Cycle during which your project will occur. The project/activity should fall within the cycle for which you are applying. Application deadlines occur approximately 90 days prior to contract execution to allow for the selection, approval and contract process:

Annual:	May 1 – April 30	deadline to apply: October 15 (for next fiscal year)
2 <sup>nd</sup> Quarter:	August 1 – April 30	deadline to apply: April 15
3 <sup>rd</sup> Quarter:	November 1 – April 30	deadline to apply: August 15
4 <sup>th</sup> Quarter:	February 1 – April 30	deadline to apply: October 15 (for current fiscal year)

*\*Important:* If you select Annual, you will be requesting support for the following fiscal year (not the current fiscal year). If you select a quarterly cycle, you are applying for support of an activity/project in the current fiscal year. See <http://kcmo.gov/citymanagersoffice/ntdf/application/> to ensure you are selecting the correct Fiscal Year and Application Cycle.

Below is a graphic to help illustrate the application deadlines and cycles:



## SECTION I: Organization Information

### Applicant/Organization\*

The Applicant/Organization name should match what is stated on the State of Missouri Certificate of Incorporation. Use exact spellings and do not use abbreviations unless it is part of the official name. Enter the common name of the organization, only if different than above.

**Note:** *Vendor Registration with the City of Kansas City, MO is not required at time of application; however, it will be required at time of contract. The Vendor Registration Name will need to match exactly with the name listed here.*

### Organization Common Name:

List the common name of the organization, if different than above. This is not a required field.

### Address/Address 2/County/Zip/FEIN:

These fields will automatically populate with data provided in your user profile. If you need to alter your organization's profile data, you can change it directly in the application and the change will be reflected in the profile, or you may click on "Profile" in the top right corner of the application to edit "My Profile" or "Organization Profile".

City and State are not alterable. Only organizations located in Kansas City, Missouri are eligible to apply; Address 2 is not a required field.

### City Council District of Organization\*

List the City Council District in which your organization's office is located. This is not where the program/activity will occur. For a map of City Council District(s) related to the activity/program, click here: <http://kcmo.gov/map-of-city-of-kansas-city-mo-council-districts/>.

### Organization Website

Enter the URL of the organization's website, if one exists. This is not a required field.

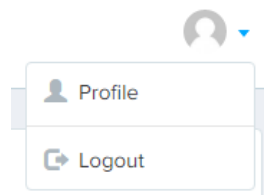
### Mission Statement\*

Provide the mission statement of the organization in the text box. There is a 3,000 character limit.

### Contact / Project Director Information\*

The Contact/Project Director is the person responsible for completion of the project and the official contact for all correspondence. This does not necessarily need to be the Executive Director, but should be the person that we contact as it relates to this application or future contract.

These fields will automatically populate with data provided in your user profile. If you need to alter your organization's profile data, you can change it directly in the



application and the change will be reflected in the profile, or you may click on “Profile” in the top right corner of the application to edit “My Profile” or “Organization Profile”.

### **Executive Director Information\***

Enter the first name, last name, title, email address and phone number of the Executive Director of the organization. This may be the same person as the Contact/Project Director.

These fields will automatically populate with data provided in your user profile. If you need to alter your organization’s profile data, you can change it directly in the application and the change will be reflected in the profile, or you may click on “Profile” in the top right corner of the application to edit “My Profile” or “Organization Profile”.

### **Employee Information**

#### **Have you attended NTDF Training?**

If an employee or board member attended an NTDF workshop in the past year, mark “yes”. If you mark “yes”, the NTDF Training Date will be required.

#### **Number of Paid Employees\***

Include both part-time and full time employees; do not include volunteers.

#### **Officers and Board Members\***

*File Upload:* Please prepare a document listing names, addresses and phone numbers of all officers and board members. You will be asked to choose a file and upload the document. Most file types are acceptable including pdf, doc(x) or xls(x).

*If you accidentally uploaded the incorrect file, choose file again and the new file will replace the original file.*

#### **Key Staff or Consultants\***

*File Upload:* Please prepare a document with the bios of key staff or consultants that will be directly involved in the production and execution of the activity/program. *If applying on behalf of a sponsored entity, the resumes/bios should be those that correspond to that sponsored entity.* This can be a one-page document. Most file types are acceptable including pdf, doc(x) or xls(x).

*Note: If you accidentally uploaded an incorrect file, choose and upload another file again and the new file will replace the original file.*

## **SECTION II: Event/Project Information**

### **Event/Project Title & Location\***

Provide the Event/Project Title and Location of the proposed event/project (i.e. name of park, building, or facility).

**Street Address\***

For races and walks, use the address of the starting line. For multiple locations, use the primary venue address and list the Location Name, Street Address and Zip Code of the remaining venues in the box below.

**Event/Project Dates\***

The start and end date should reflect the dates of the public program. If applying for a series of events or seasonal marketing support, use the start and end date of the full series or season. These dates must be within the period of May 1 through April 30; all activities must conclude no later than April 30.

**Event/Project Types\***

*Choose one of the following from the drop down menu:*

Annual (reoccurring every year)

Series of Events (a series or full season of activities)

One-Time Event (an event that occurs one time and is not anticipated to be repeated)

**Event/Project Primary Function\*** *(Drop Down Menu: cultural, social, ethnic, historic, educational, recreational)*

The types of activities supported through NTDF must be one of the functions listed above. List the function that is primary to the proposed project/activity. If the activity/program includes more than one function, see *Event/Project Secondary Activity* below.

**Event/Project Secondary Activity** (Check Boxes: cultural, social, ethnic, historic, educational, recreational)

If event or project includes more than one function, mark all additional functions that apply. This is not a required field.

**Event/Project Description\***

Provide a description of the proposed activity/program in as much detail as possible. The narrative tells the story of your project, and should include details such as the “who, what, when, where, why, and how much.” The narrative should be written so that it can be easily understood by someone not familiar with your organization.

**City Council District(s) where the event/project will be located\***

For a map of City Council District(s) related to the event/project, click here: <http://kcmo.gov/map-of-city-of-kansas-city-mo-council-districts/>. Check all that apply.

**Will the event/project be open and marketed broadly to the public?\***

Explain whether the proposed event or project will be open and marketed broadly to the public. *Hint:* the event or project must be open to the public and marketed broadly. If marked no, the application will be deemed ineligible.

**Explain how the proposed event/project will be promoted in conjunction with the tourism industry such as international trade, conventions, and/or visitors and tourist center?\***

Explain any specific marketing strategies, partnerships or services proposed in conjunction with the tourism industry (i.e. hotels, international trade, conventions, restaurants, and/or destination marketing associations) that will be utilized to promote the activity/program? There is a 3,000 character limit.

**How will the event/project be promoted?**

Mark the media outlets that you plan to use to promote the activity/program. For additional outlets not listed, include in the text box as "Other."

**What is the target geographic region for marketing and promotion of the event?\***

Check the box(es) to indicate whether the event/project will be promoted citywide, regional, national or international audiences. *Mark all that apply.*

**Outline a timeline that includes planning and execution of the event/project?\***

Please provide a timeline for planning and execution of the proposed activity/program; be as detailed as possible. This question will help the committee to determine feasibility of the activity/program. The timeline should include major milestones related to planning, marketing and a schedule of activities during the event.

**In what registered neighborhood(s) is the event to occur? \***

The City requires that neighborhood organizations be notified of proposed events/projects located within their neighborhoods and be given an opportunity to participate in planning and/or attending the event(s).

To search for the neighborhood association(s) for notification and planning purposes, click here for a map: <http://gis.kcmogis.kc.lan/apps/parcelviewer/>. Click "OK" for the Disclaimer and User Agreement if you agree. Enter the address of the event, or each event individually if more than one location, in the "Enter Street Address" field. Select the correct address from the drop down menu. Under the Parcel Data tab on the left side of the screen, click on "Neighborhood and Homes Associations" for a list for registered neighborhood groups related to the event location(s).

**Has the registered neighborhood been informed of the event/project?\***

This question is automatically defaulted to "no". Click "yes" if the neighborhood group has been informed of the activity/program.

**Has the registered neighborhood group provided a written letter of support for the event?\***

This question is defaulted automatically to "no". Click "yes" if the neighborhood group has provided a written letter of support.

*File Upload:* If "yes" is marked, you will be required to choose a file and upload a document. Most file types are acceptable including pdf, doc(x) or xls(x). *If you accidentally uploaded the incorrect file, choose file again and the new file will replace the original file.*

**Will the neighborhood organization(s) have a role in organizing or hosting the event?\***

The City requires that an applicant must demonstrate that it encourages broad based citizen input and participation. This question is defaulted automatically to “no”. Click “yes” if the neighborhood organization(s) will have a role in the activity/program. If “yes” is marked, you will be required to explain the neighborhood’s role in the text box. There is a 3,000 character limit.

**Describe how the event/project will promote the neighborhood?\***

The narrative should address how your organization will support, promote and/or enhance the neighborhood. Discuss the community(ies) to be served, as well as the intended benefits to the neighborhood that are directly related to the proposed activity/program. There is a 3,000 character limit.

**Describe how the event/project will appeal to persons living in Kansas City, Missouri?\***

Activities/Programs are required to appeal to persons who live in Kansas City to and to draw citywide audiences to the neighborhood. Discuss the target audience(s), specific elements of the proposed activity/program and/or the outreach method to be employed that will facilitate broad appeal to Kansas City residents.

**Describe how the event will appeal to persons who do not live in Kansas City, Missouri but who are visiting in the city or who would travel to Kansas City to participate in or otherwise attend the proposed activity?\***

Activities/Programs that are supported by the City are required to appeal to persons who do not live in Kansas City, Missouri but who are visiting in the city or who would travel to Kansas City to participate in or otherwise attend the proposed activity. Discuss the target audience(s), specific elements of the proposed activity/program and/or the outreach method to be employed that will facilitate broad appeal to persons who do not live in Kansas City, Missouri.

**How many total individuals/ audience numbers is this proposed event/project intended to reach?\***

This is the total number of individuals expected to attend the activity/program. If a series of events, please include the total anticipated attendance. If a first-time event, please be conservative and realistic with the total audience projection.

**How many estimated persons who do not live in Kansas City, Missouri is this proposed event/project intended to reach?\***

This is the total number of tourists, or individuals who do not live in Kansas City, MO that are expected to attend the activity/program. If a series of events, please include the total anticipated attendance. If a first-time event, please be conservative and realistic with the total audience projection.

**Describe the method for collecting data on audience demographics, including persons who do not live in Kansas City, Missouri.**

Describe how your organization determines the actual or estimated number of individuals in attendance and the actual or estimated number of persons who will be traveling from outside the Kansas City, Missouri city limits.

Note: if your organization is awarded a contract, you will be asked to report the actual people in attendance and to describe the method of data collection on audience demographics in the 90-Day Final Report. There is a 3,000 character limit.

**How do you measure success of your event/project? Describe program evaluation methods and tools used to measure program/project effectiveness?\***

Describe any program evaluations and tools used to measure program/project effectiveness. These include but are not limited to qualitative or quantitative audience surveys or internal staff or board evaluations. There is a 3,000 character limit.

### SECTION III: Organization Funding History

**Did your Organization receive other City funding within the past 3 years for this project/activity? \***

If your organization expects to receive funds or has received funds other than NTDF from a City department for the same proposed activity/program, please indicate here. This question is defaulted automatically to "no". If you click "yes", a response for year, City department and amount of funds will be required.

**Was this applicant funded previously under a different organization name? \***

Please indicate if you have applied for NTDF funding in the past for the same proposed activity/program. This question is defaulted automatically to "no". If you click "yes", you will be required to provide the year funded and previous organization name.

### SECTION IV: Organization Budget History

Enter Revenues and Expenses for your organizations Current Fiscal Year (projected), Last Year (projected or actual) and 2 years ago (actual). This amount should reflect your annual operating budget. Enter cash only; do not include in-kind amounts.

*Hint:* For organizations registered as a nonprofit 501c3 with the Internal Revenue Service, the revenues and expenses should match the form 990s. The Surplus/Deficit line will automatically calculate based on the data entered for revenue and expenses for each given year.



**Audited financial statements for the past two years, 990 or E-Postcard with the organization's budget\***

***File Upload:** Prepare a document that gives evidences of the organization's past two completed fiscal years. Most file types are acceptable including pdf, doc(x) or xls(x). *If you accidentally uploaded the incorrect file, choose file again and the new file will replace the original file.**

An additional file is available for uploading a second document related to the organization's budget history, if needed. This attachment is optional and not necessary if you were able to combine both completed fiscal years into one document and included in the attachment above.

## **SECTION V: Proposed Event/Project Budget**

### **Project Revenue/Income\***

#### **NTDF Amount Request**

Enter the amount of NTDF funding being requested.

#### **Earned Income**

Earned income is revenue raised by selling items or services, such as admissions, merchandise, concessions and sales. Donations and grants are considered unearned income. Enter each amount of expected earned income for tickets/admissions and merchandise. Other earned income may be listed.

#### **Unearned Income**

Unearned Income is revenue that is donated such as grants and donor contributions. Enter each amount of expected or confirmed unearned income for Private Support (corporate, individual, and foundation), Public Support (government) or Cash.

#### **Total Cash Income**

Total Cash Income = Earned Income + Unearned Income. This field will auto-calculate based on data entered above.

#### **Total In-Kind Support**

In-Kind support is services or goods contributed to an organization for which one would otherwise have to pay. \* *Services or goods provided by the organizer in a funded project, employees, contract agency employees, or board members are not considered in-kind services.* Values in-kind services should be based on fair market value. Please refer to [www.IndependentSector.org](http://www.IndependentSector.org) to determine the value of the in-kind contribution.

#### **Total Income**

Total Income = Total Cash Income + Total In-Kind Support. This field will auto-calculate based on data entered.

## Event / Project Expenses\*

Include all anticipated expenses for this project. List NTDF expenses under the “NTDF” column; list cash expenses under the “Other” column. The “Total” column will auto-calculate based on data entered in the columns. All projected NTDF expenses must be fully explained in the “Description / NTDF Justification” box.

*Important Notes for the following expenditures:*

**Administrative Employee/Staff Salaries and Administrative Contract Employee/Staff Salaries** are not eligible NTDF expenditures, so you will not be able to add expenses in the NTDF column.

**\*Entertainment/Talent:** Contracts with entertainers may be developed to include their fee and any expenses for lodging and/or transportation. Travel expenses for staff or members associated with the project are not eligible for reimbursement.

**\*\* Equipment:** Purchase of minor equipment may be reimbursable with prior approval. Capital expenditures, purchase, repair or renovation of equipment or real property, are not eligible for NTDF reimbursement.

**\*\*\* Certified Public Accountant:** Reasonable certified public accountant expenses are eligible for reimbursement only when they are incurred in connection with the preparation of the compilation of costs form required under section 2- 939(a).

## Project Revenues Over or Under Expenses

The “NTDF” column, “Other” column and “Total” column will auto-calculate based on data entered for Revenues and Expenditures.

**HINT: NTDF column should equal 0.** Otherwise, your NTDF request amount does not match the projected NTDF expenditure amount.

## SECTION VI: Supplemental Materials

Provide a concise but representative sample of materials to acquaint the committee with your organization and specifically the proposed project/activity. *Submission of materials is not required; however, it is strongly encouraged.*

### Attachments

Upload up to (5) attachments of supplemental material that serve as documentation to similar or same activities and programs. Please use descriptive naming for document uploads. Examples of acceptable documentation include promotional materials, pamphlets, brochures, annual reports, programs, season brochure, catalogues, newsletters, digital videos. Most file types are acceptable including doc, image and video files. *If you accidentally uploaded the incorrect file, choose file again and the new file will replace the original file.*

### Website links

If these materials are accessible online, you may submit up to five (5) website links in lieu of attachments; file size for each attachment may not exceed 2M.

## SECTION VI: Assurances (Requirements and Responsibilities)

Please review the assurance page carefully. By submission of an application for funding, the undersigned applicant agrees to comply with all requirements outlined here on the assurance page.

Initial each item to indicate that you understand your organization's responsibility to complete these requirements if you are awarded funding.

\_\_\_\_\_ Agency is a registered vendor in good standing with the City of Kansas City, Missouri.

\_\_\_\_\_ Agency confirms it is registered and is in good standing with the MO Secretary of State.

\_\_\_\_\_ If NTDF award is greater than \$5,000, Agency agrees it will provide the E-verify affidavit and a copy of the MOU.

\_\_\_\_\_ Agency acknowledges that the City will not reimburse for expenses after the contract has expired.

\_\_\_\_\_ Agency agrees to provide a Certificate of Insurance that show proof of meeting the city's required limits of liability and which includes the City of Kansas City MO as an additional insured, within 30 days of funding approval.

\_\_\_\_\_ Agency agrees to cooperate with City Staff regarding the monitoring and evaluation of the contracted event/activity by providing "full access" to the project site/event, at no cost to City Staff, for the purposes of contract compliance.

\_\_\_\_\_ Agency agrees to incur and request reimbursement for all approved expenses and submit a final reports no later than 90 days after completion of the project.

\_\_\_\_\_ Agency agrees to include the Neighborhood Tourist Development Fund logo and credit the Neighborhood Tourist Development Fund in all marketing and advertising, and provide Neighborhood Tourist Development Fund staff with copies.

***All information presented in this application and supporting documentation is true and accurate. I understand that failure to comply with these terms and those required under any contract for Neighborhood Tourist Development Fund funding will result in forfeiture of funds for this project and may result in ineligibility for future projects.***

Applicant's signature \_\_\_\_\_

Applicant's title \_\_\_\_\_

☐ I agree to the terms listed above

Date (auto-time stamp –example: 8/1/2015 12:00 AM)